MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BTQ3094 – TQM FOR MANAGERS

(All sections / Groups)

5 JULY 2023
9:00 AM – 11:00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages excluding cover page with **FIVE (5)** questions only.

2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the answer sheet provided.

ANSWER ALL QUESTIONS

QUESTION 1

a) You plan to purchase a new smartphone from a well-known brand. To ensure that you make an informed decision, consider asking yourself a few questions based on the product quality dimensions. What questions would you ask?

(16 marks)

b) The Deming 14 Points of Management, also known as Deming's Principles, were developed by Dr. W. Edwards Deming, a renowned quality management expert. List any TWO (2) points of management from Deming's Principles.

(4 marks)
(Total: 20 marks)

QUESTION 2

a) You are the operations manager of a manufacturing company that produces electronic devices. As part of your continuous improvement efforts, you have decided to analyse your production processes and identify areas where waste occurs based on Shingo's seven wastes. What are the seven wastes you should focus on?

(14 marks)

b) The PAF (Prevention, Appraisal, Failure) paradigm is a method for assessing the effectiveness of a quality management system by measuring the allocation of resources across prevention, appraisal, and failure activities. Refer to the data below, calculate the PAF based on the total quality costs.

Prevention costs	RM200,000
Appraisal costs	RM100,000
Failure costs	RM50,000

(6 marks)
(Total: 20 marks)

QUESTION 3

a) Actively solicited customer feedback refers to the intentional and proactive approach taken by organisations to seek input, opinions, and suggestions from customers regarding their experiences with products or services. Suggest and explain TWO (2) methods that are commonly used to actively solicit customer feedback.

(6 marks)

Continued .....

b) Benchmarking is the process of comparing an organisation's performance, practices, or processes against those of industry leaders. Explain the SEVEN (7) primary purposes for benchmarking.

(14 marks)
(Total: 20 marks)

QUESTION 4

a) How can a company integrate environmental considerations into its product design and development to minimise its environmental footprint? Suggest SIX (6) actions the company should do and give one example for each action.

(12 marks)

b) Understanding different types of services helps organisations and individuals identify and differentiate the nature, purpose, and characteristics of the services they provide or interact with. Explain the common FOUR (4) types of services and give one example for each.

(8 marks)
(Total: 20 marks)

QUESTION 5

a. A restaurant has been receiving numerous customer complaints about slow service. To address this issue, the restaurant decides to conduct a Cause-and-Effect Analysis to identify the root causes contributing to the slow service. Illustrate a Cause-and-Effect diagram with at least FOUR (4) factors that have been identified.

(10 marks)

b. What is the purpose of using control charts in quality management?

(10 marks)
(Total: 20 marks)

End of Page